

2011



**Network Nebraska  
Market Survey Report,  
Conclusions and  
Recommendations**

Nebraska Information Technology Commission  
Education Council

Prepared by: Marketing Task Group

January 14, 2011

***DRAFT***

# NITC Education Council

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### *About the Nebraska Information Technology Commission and the Education Council...*

The Nebraska Information Technology Commission (NITC) was formed by the Nebraska Legislature in 1998 to “determine a broad strategy and objectives for developing and sustaining information technology development in Nebraska, including long-range funding strategies, research and development investment, support and maintenance requirements, and system usage and assessment guidelines; and to establish ad hoc technical advisory groups to study and make recommendations on specific topics, including workgroups to establish, coordinate, and prioritize needs for education, local communities, intergovernmental data communications, and state agencies.” (Neb. Rev. Stat. 86-516)

The Education Council of the NITC is one of the Commission’s six advisory workgroups. The Education Council is composed of 16 members, 8 from K-12 and 8 from Higher Education, to represent the educational technology interests of public and private education. By its charter, the Education Council may convene task groups to carry out its responsibilities. The Marketing Task Group is one of five such task groups to carry out the Statewide Technology Plan, which includes the strategic initiative called Network Nebraska.

# Network Nebraska Market Survey

## Report and Recommendations

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# Network Nebraska Market Survey

## • Report, Conclusions, and Recommendations •

### Introduction

Network Nebraska is the term used to describe the statewide multipurpose, high-bandwidth, telecommunications backbone and all of its associated service offerings and support. Network Nebraska-Education, serving public and private K-12 and higher education, offers network management, interregional transport, Internet access and Intranet routing for distance education, and provides access to the nationwide Internet 2 research and education network. Network Nebraska-Education is a collaborative initiative coordinated by the State Office of the CIO, University of Nebraska, and Nebraska Educational Telecommunications, and is funded by the participating public and private education entities of Nebraska.

This survey, conducted via Internet among current and potential K-12 and higher education public and private users, was designed to provide quantifiable baseline data to guide the Education Council's communications and marketing strategies by providing data on the following:

- General information on strengths and weaknesses of Network Nebraska services.
- Specific perceptions about Network Nebraska services by current and potential users.
- Motivational drivers in choosing Network Nebraska services.
- Current awareness level and perceptions toward Network Nebraska.
- Differences in perceptions between current users and potential users of Network Nebraska.

*See Appendix A: NITC Education Council Network Nebraska Survey Instrument*

## **Executive Summary**

This is the third year in which the Network Nebraska market survey has been conducted. In December 2008, 364 survey participants started the survey while 178 or 48.9% completed the survey compared to 335 starting the survey in December 2009 with 236 or 70.4% completing the survey. This is a 32% increase in the total number of surveys completed in 2009 over 2008. The largest increase was in the interested party and potential Network Nebraska partner responses. December 2009 survey results suggest that existing users are shifting their attention more toward student learning opportunities, followed by increased bandwidth and cost sharing as being most important to their institution. In December 2008 lower cost was defined as the single most important strength and compelling competitive advantage of the network services. As the network environment grows and matures, it is logical that constituents' interests and concerns migrate from network stability to more applications and teaching and learning opportunities; and the 2009 survey data begins to demonstrate that trend.

### **Existing Network Nebraska Partners**

- Among current partners of Network Nebraska the network is becoming increasingly important as a vehicle for providing student learning opportunities. Of the 172 who rated network attributes based on relative importance to their institutions, 97.6% said student learning opportunities were either very important or important. This was followed by increased bandwidth and cost sharing as being very important or important.
- Among current partners of Network Nebraska other attributes considered to be important to their institutions are distance learning and video conferencing, shared services, technical support services, communication and collaboration, and Internet 2.
- Among current partners of Network Nebraska, student learning opportunities was identified as the number one strength followed by reduced costs/cost sharing.
- When Network Nebraska partners were asked about their top concerns, they identified increasing costs, reliability of the network and network speed.
- Existing Network Nebraska partners identified distance education coordination and connectivity concerns as the biggest weaknesses followed by communications and collaboration.
- The single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates educational entities to partner with Network Nebraska is reduced costs, followed by student learning opportunities and statewide Intranet.
- Current Network Nebraska partners responding to the survey identified enhanced educational opportunities, improved connectivity, and overarching principles as

guiding principles or slogan that they believe Network Nebraska's services should stand for in the hearts and minds of its partners.

- When current users were asked what services or modifications to existing services they would like Network Nebraska-Education to provide, the largest number of respondents did not identify any followed by new services and more information related to Renovo scheduling/distance learning issues.

### **Potential Network Nebraska Partners:**

- Potential users responding to the survey identified student learning opportunities and cost sharing as the two most important attributes for their institutions if they were to become a Network Nebraska partner.
- Potential users identified reliability, membership/participation fees, network speed and technical support as their biggest concerns if their institution was to become a member of Network Nebraska.
- When potential users were asked what they know or have heard about Network Nebraska-Education the majority stated that they had limited or no knowledge. When asked about what questions they have about Network Nebraska-Education many responded with none/not enough information followed by questions about benefits and related services.
- Potential users responding to the survey said that educational partnerships should be the most compelling competitive advantage that makes Network Nebraska-Education services distinctive and motivates educational entities to partner with Network Nebraska. The same number of potential users responded by saying that more information was needed in order to respond to the question.
- Learner focused followed by network focused are the two short phrases defined by potential partners for the guiding principle or slogan that Network Nebraska-Education services should stand for in the hearts and minds of its partners.

## **Conclusions**

The survey highlights both challenges and opportunities for Network Nebraska to better serve existing partners and adding new partners to the network.

1. With the maturing of Network Nebraska and Network Nebraska-Education as a service provider for public and private K-12 and higher education, existing partner interests are shifting more to student learning opportunities and coordination of distance learning opportunities. However, this doesn't diminish the importance of network reliability, reduced cost/cost sharing, and continuing to improve the governance structure.
2. For both existing partners and potential new partners there continues to be limited knowledge of network benefits, costs and services.
3. Existing partner public relations initiatives and new partner marketing campaigns should focus on reduced costs, shared resources, student learning opportunities and statewide access. Each of these initiatives should be customized for the intended target audience.

## **Recommendations**

1. Marketing Task Group should use the findings from the 2009 and 2010 Market Survey Reports and update the Network Nebraska marketing plan by April 1, 2010.
2. Network Nebraska–Education Advisory Group to utilize the 2009 and 2010 Market Survey Report data to guide development of network leadership, services and support.
3. Continue to annually reissue the survey to evaluate the success of the recommended Action Plan(s) and ensure the future of Network Nebraska values. Add survey branching or more sophisticated database analyses to better identify the opinions of: K-12 vs. higher education, public vs. private education, technological respondents vs. administrative respondents, partners vs. potential partners, and perceptions of the various geographic regions, to determine if responses are different for each of the subgroups.
4. Put in place a more aggressive communications plan for existing partners and potential new partners.

*See Appendix E: Work Group Action Plans*

## **Methodology**

The survey was developed using an online survey tool, *Survey Monkey*, and an invitation to participate was distributed by members of the Education Council Marketing task group to administrative and technical staff of the following public and non-public education entities around the State. A reminder was sent midway through the 18-day survey period.

- Community Colleges
- State Colleges
- University of Nebraska
- Independent Colleges and Universities of Nebraska
- Educational Service Units
- K-12 public and nonpublic schools

*See Appendix B: Invitation to Participate*

Results of the survey were evaluated in two processes. The first process categorized the data into themes by sorting the responses to each question with specific topics listed in highest to lowest significance for each question. Pie charts were created from the demographic data and bar graphs created from the categorized data to provide a graphical interpretation of the results.

The second process reviewed the questions and responses using a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats). Each category determined in the first process was tagged as a strength, weakness, threat, or opportunity referring to the specific responses when needed to verify the validity of the tag. These tags were then sorted with the top four concentrations presented for each element. It should be noted that strengths and weaknesses are considered *internal* elements, and opportunities and threats *external* elements of a SWOT analysis from which action plans are determined.

*See Appendix C: Survey Responses*

## **Study Limitations/Biases**

The reader should keep in mind the response rate when interpreting the results. The total number of survey log-ins from current and interested Network Nebraska partners was 335. Approximately 332 individuals completed the demographic questions, of which 236 (70.4%) of the respondents completed one or more textual responses originating from existing and potential Network Nebraska partner elements of the survey.

While the study provides useful information in understanding motivations and perceptions of current and potential users of Network Nebraska—Education, further research is necessary to address items listed under both opportunities and threats in the SWOT Analysis section of the survey. As with any web-based survey, each respondent was motivated enough to open the survey link which may indicate biases, either positive or negative, towards Network Nebraska—Education. The thematic categorization of textual responses for each question was the opinion of two researchers and could be categorized differently by different reviewers.

## **Survey 2010 vs. Survey 2011—What's different?**

Although the basic survey and survey methodology remained the same from December 2008 to December 2009, some questions for prospective users were modified slightly to better gauge their perceptions of Network Nebraska—Education. If a respondent checked “Other” (i.e. job role), a comment box was included to have them identify their particular job role. Survey participants were asked to rate particular attributes of the network based on the relative importance or level of concern to them or their institution.

## **Survey Results and Analysis**

### **SWOT Analysis from Survey Data**

<b>STRENGTHS</b> <i>Characteristics important to the execution and ultimate success of the project</i>	<b>WEAKNESSES</b> <i>Internal factors that could prevent the achievement of a successful project result</i>
<ul style="list-style-type: none"> <li>• Student Learning Opportunities</li> <li>• Partnering/Equity <i>(includes shared services, costs, and technical support)</i></li> <li>• Improved Connectivity <i>(includes Intra/Internet, I-2, bandwidth, and reliability)</i></li> <li>• Shared Costs</li> </ul>	<ul style="list-style-type: none"> <li>• Communication <i>Limited or no knowledge of benefits, costs, and services</i></li> <li>• DL Coordination</li> </ul>
<b>OPPORTUNITIES</b> <i>External elements helpful in achieving the goals of the project</i>	<b>THREATS</b> <i>External factors that threaten project success</i>
<ul style="list-style-type: none"> <li>• New / Shared Services <i>(includes applications as well as network support and infrastructure)</i></li> <li>• DL and IVC <i>(includes course offerings and quality, coordination, and Renovo improvements)</i></li> <li>• Leadership / Governance</li> <li>• Membership</li> </ul>	<ul style="list-style-type: none"> <li>• Membership <i>(includes adding new members and retention of existing members)</i></li> <li>• Increases in costs</li> <li>• Technical Support</li> <li>• Network concerns <i>(includes speed, reliability, equity)</i></li> </ul>

### **2009 vs. 2010 Trends—What Network Nebraska entities are telling us**

After having administered the survey for two consecutive years, it affords the opportunity to compare data and begin to assess whether the perception of the network environment has changed, based on the responses of the participants and potential participants. Certainly, there have been changes in perceptions, as evidenced by the following table. As with any uncontrolled survey sample, longitudinal data has some intrinsic variability due to the fact that different individuals take the survey each year.

## Comparisons of 2009 and 2010 Survey Results

Key Indicator	2009 Survey Response	2010 Survey Response
Strengths	Reduced/shared costs Bandwidth/Speed/Capacity/I-2 Statewide connectivity Technical experience & support	Student Learning Opportunities Partnering/Equity Improved connectivity Shared costs
Weaknesses	Leadership/Governance Membership Communication Help Desk/Support	Communication (limited or no knowledge of benefits, costs, and services) DL Coordination
Opportunities	IVC/Dist Learning & Collaboration Shared Resources Advanced Services Training/Professional Development	New/Shared Services DL and IVC Leadership/Governance Membership
Threats	Cost/Funding Loss of control at local level Redundancy/Reliability Equity	Membership Increases in costs Technical support Network concerns (speed, reliability, equity)
Existing Network Partners	2009 Survey Response	2010 Survey Response
Strengths of NN Services	Lower costs Statewide Access/Geographical Network Services/Internet 2 Distance learning & IVC	Student learning opportunities Reduced cost/cost sharing Reliability Communication/collaboration
Weakness of NN Services	Governance leadership Reliability Slow network Communication/collaboration	Distance education coordination Connectivity concerns No known weaknesses Communication and collaboration
Most Compelling Competitive Advantage of NN	Lower cost Shared resources	Reduced costs Student learning opportunities
Guiding Principle/Slogan of NN	Shared resources Advanced Technology/Bandwidth	Enhanced educational opportunities Improved connectivity
Services or Modification to Existing Services Desired	Help Desk/Support Faster/More Internet Leadership/Governance	None expressed New Services Renovo/Distance Learning Issues
Potential Network Partners	2009 Survey Response	2010 Survey Response
Most Compelling Competitive Advantage of NN	Don't know Cost Shared resources	More information needed Professional/educational partnerships Bandwidth/connectivity
Guiding Principle/Slogan of NN	Cost over bandwidth Equity and accessibility Student centered	Learner focused Network focused Unknown
What Services Would Benefit your Organization	Access Specific Services Profession Development/Training	More student learning opportunities Services and support Internet and transport

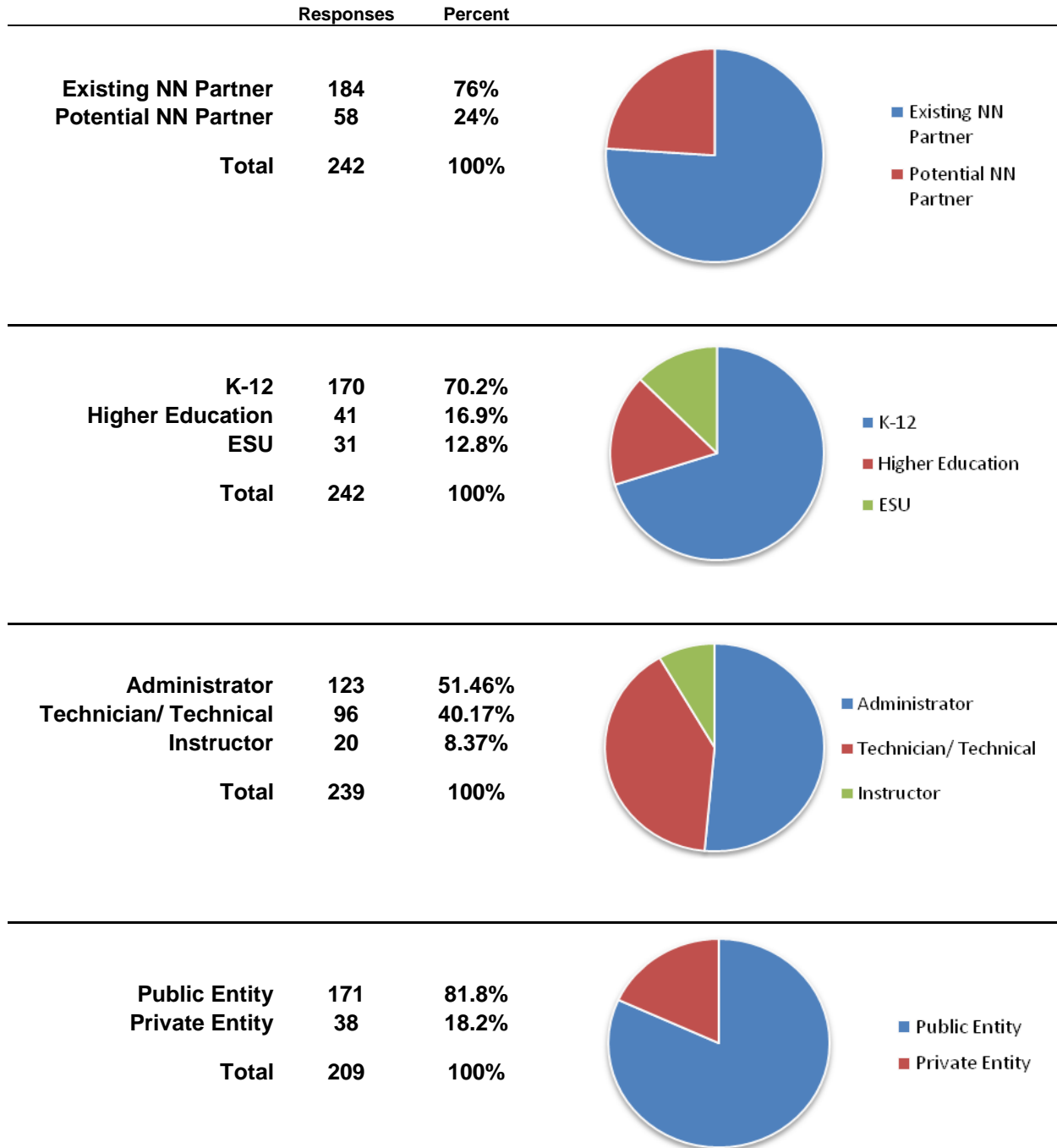
## Survey Results and Analysis

### NITC Education Council

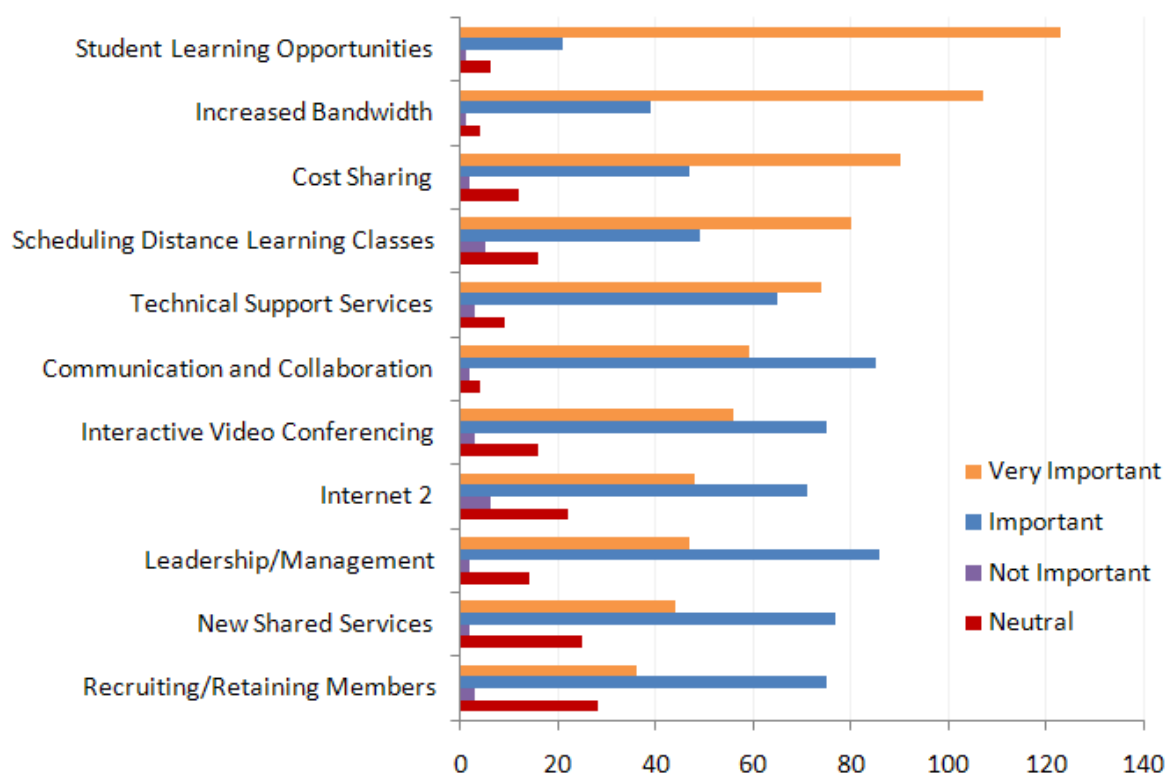
Market Survey • Dec 2010

Total Surveys Started	242
Total Surveys Completed	178 73.6%

#### Respondent Demographics



Reflecting on your experience as a Network Nebraska-Education partner, please rate the following attributes based on their relative importance to your institution:

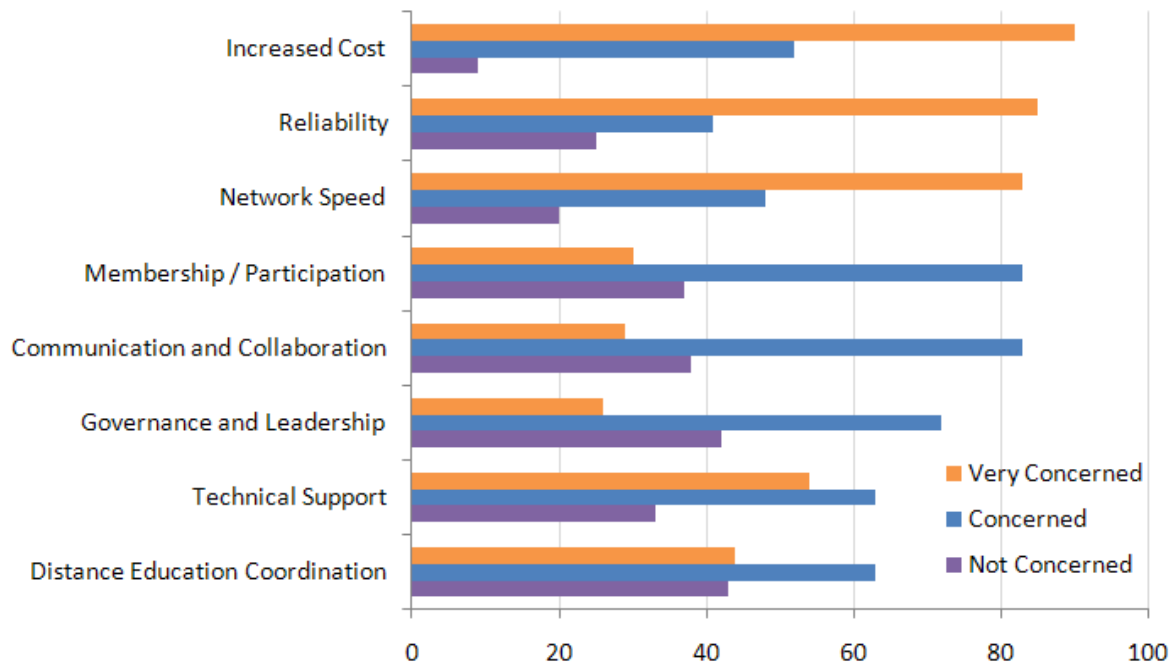


N = 170

**Comments:**

1. Need to continue to increase student use and principal knowledge of the system
2. So far we have not benefited a whole lot for what we are spending.
3. faster faster faster

***If you were to become a Network Nebraska-Education partner, rate the following attributes based on their relative importance to your institution:***



***N= 69***

***Comments:***

1. Using Network Nebraska would be decrease in bandwidth for us.

Reflecting on your experience as a Network Nebraska-Education partner, please rate the following attributes based on the level of concern to your institution:

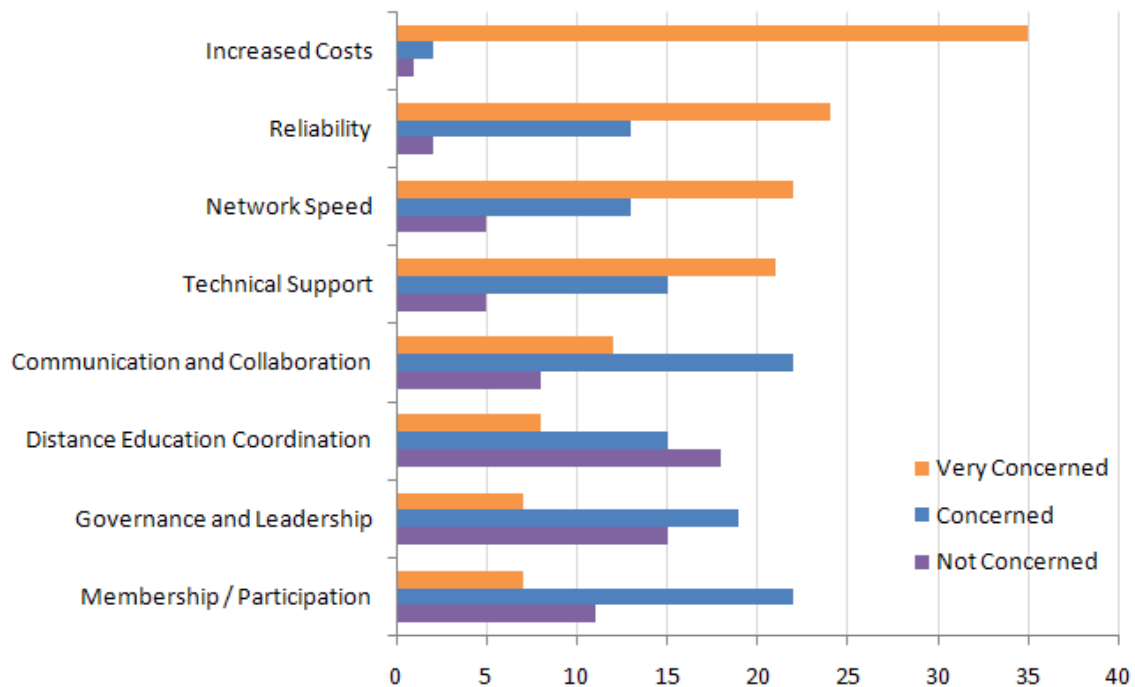


N = 167

#### Comments:

1. This network needs daily attention and leadership--like an Executive Director
2. What's wrong with the southeast schools--why haven't they joined the network?
3. Quality of courses, based on teacher effectiveness, is critical. Also, increasing dual credit courses is needed.
4. We need someone that has technical and excellent communication skills to advocate and provide trainings.
5. Money is a driving factor for us in everything we do. More for less is the mantra!
6. The one on the first page about being an existing, potential, or interested NN partner was unknown to me--I put existing even though I don't know.
7. I checked "Not concerned" for all these areas because I understood this as an evaluation of the services we have received. We are happy with the services we have received over the last year. We are especially pleased that the costs have been moving down, especially the declines in cost for Internet 1 access.

***If you were to become a Network Nebraska-Education partner, what would be your institution's level of concern with the following attributes?***



***N = 71***

***Comments:***

1. For us the primary issues would be technical, especially any issue surrounding the transition from our current ISP.

## Count responses for questions 2 and 3 above:

**2. Please rate the following attributes based on their relative importance to your institution:**

### 2a: Existing Network Nebraska-Education partner:

Answer Options	Very Important	Important	Not Important	Neutral	Response Count
Student Learning Opportunities	139	29	1	3	172
Distance Learning and Video Conf	102	60	3	6	171
Cost Sharing	118	47	2	3	170
Shared Services	93	69	5	5	172
Internet 2	56	81	16	14	167
Increased Bandwidth	128	40	1	2	171
Technical Support Services	92	65	6	8	171
Communication and Collaboration	79	75	5	6	165

### 2b: Potential Partner / Interest party

Student Learning Opportunities	59	10	0	1	70
Distance Learning and Video Conf	21	29	10	8	68
Cost Sharing	39	25	3	2	69
Shared Services	24	33	6	5	68
Internet 2	19	26	13	9	67
Increased Bandwidth	34	22	8	4	68
Technical Support Services	30	30	3	6	69
Communication and Collaboration	28	34	2	5	69

**3. Please rate the following attributes based on the level of concern to your institution:**

### 3a: Network Nebraska-Education partner:

Answer Options	Very concerned	Concerned	Not concerned	Neutral	Response Count
Increased Costs	91	64	7	4	166
Reliability	87	58	21	2	168
Network Speed	84	65	18	1	168
Technical Support	57	68	34	7	166
Communication and Collaboration	46	77	35	9	167
Distance Education Coordination	55	68	34	9	166
Membership / Participation	35	81	40	11	167
Governance and Leadership	31	71	49	13	164

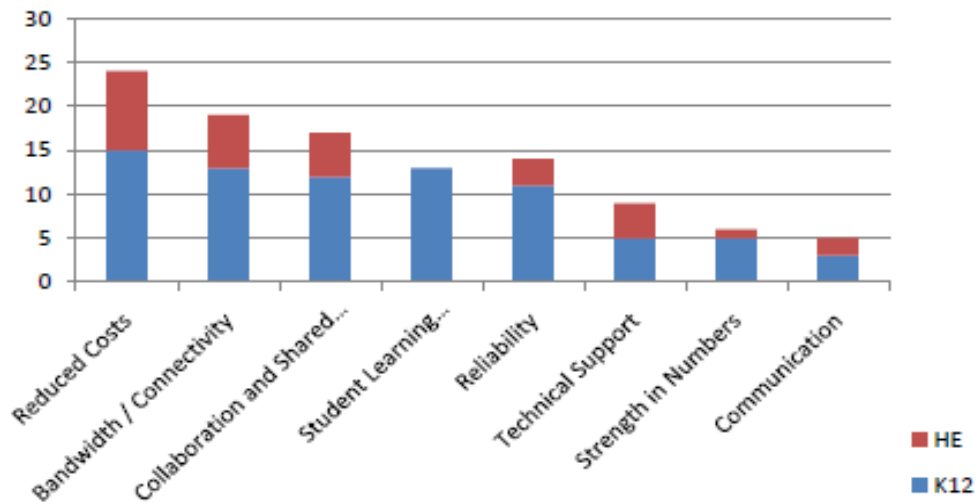
### 3b: Potential Partner / Interest party

Reliability	60	10	0	1	71
Network Speed	50	21	0	1	72
Technical Support	45	20	4	2	71
Bandwidth expectations	39	26	3	1	69
Communication and Collaboration	33	29	5	3	70
Distance Education Coordination	19	34	14	4	71
Membership/Participation fees	51	18	2	2	73
Governance and Leadership	25	28	10	5	68

## Pareto Charts: PARTNER Responses to Qualitative Survey Questions

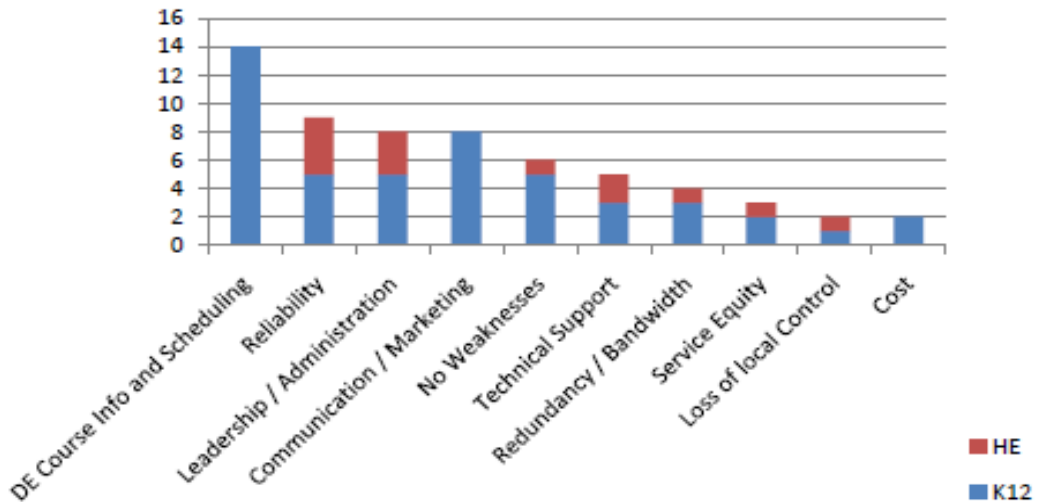
What are the strengths of Network Nebraska-Education services?

	K12	HE
Reduced Costs	15	9
Bandwidth / Connectivity	13	6
Collaboration and Shared Services	12	5
Student Learning Opportunities	13	
Reliability	11	3
Technical Support	5	4
Strength in Numbers	5	1
Communication	3	2
	77	30



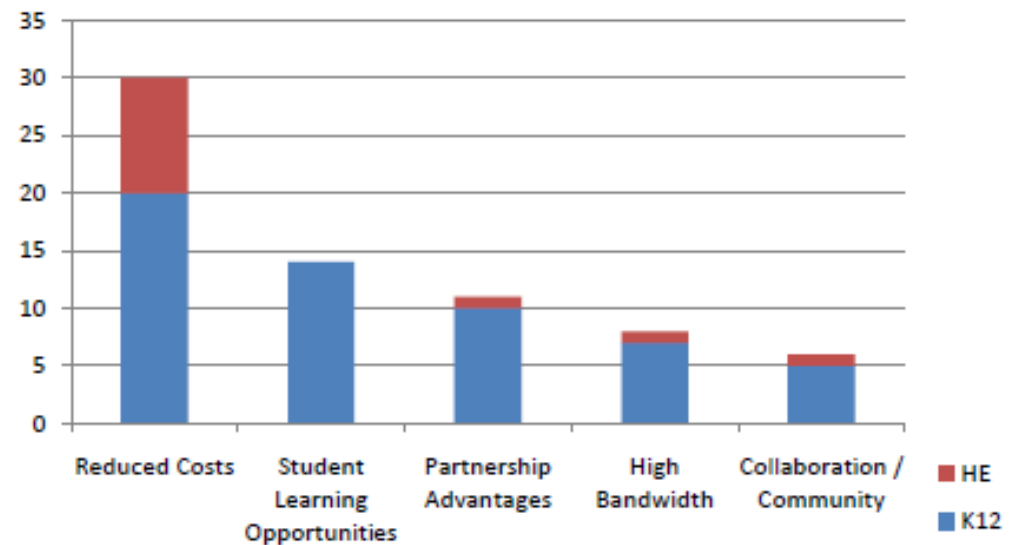
What are the weaknesses of Network Nebraska-Education services?

	K12	HE
DE Course Info and Scheduling	14	
Reliability	5	4
Leadership / Administration	5	3
Communication / Marketing	8	
No Weaknesses	5	1
Technical Support	3	2
Redundancy / Bandwidth	3	1
Service Equity	2	1
Loss of local Control	1	1
Cost	2	
	48	



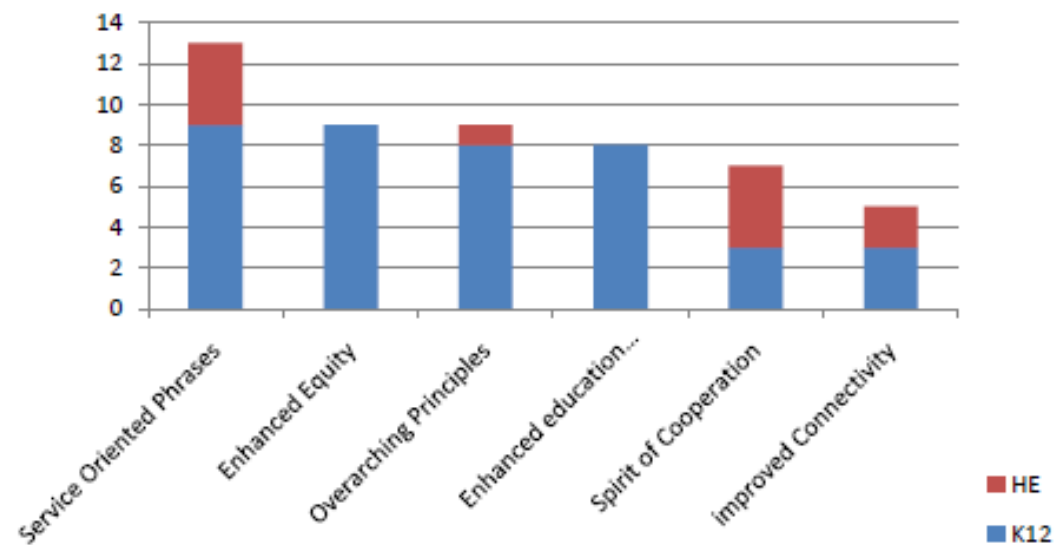
5. What is the single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates Educational entities (Educational Service Units, public and private colleges, and public and private K-12 schools) to partner with Network Nebraska?

	K12	HE
Reduced Costs	20	10
Student Learning Opportunities	14	
Partnership Advantages	10	1
High Bandwidth	7	1
Collaboration / Community	5	1
	56	13



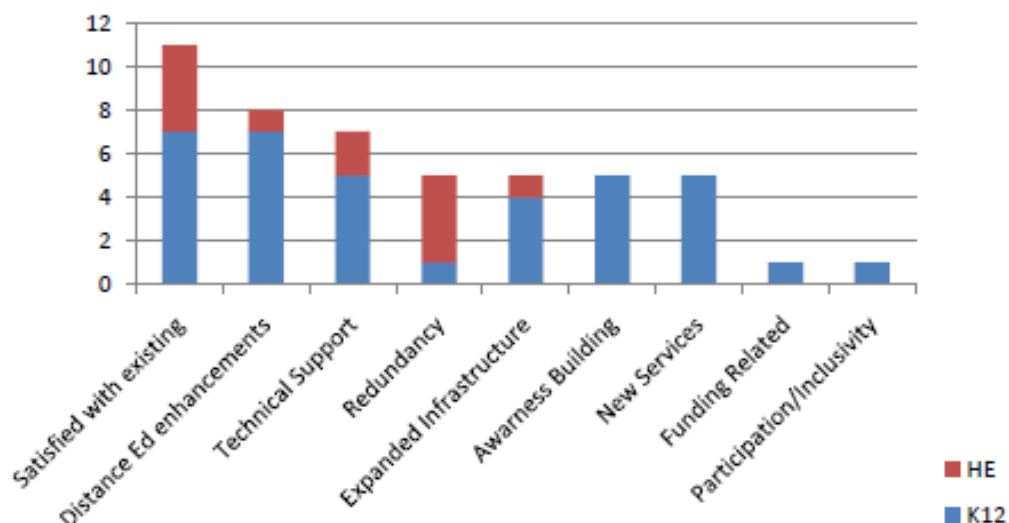
6. In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska-Education services should stand for in the hearts and minds of its partners?

	K12	HE
Service Oriented Phrases	9	4
Enhanced Equity	9	
Overarching Principles	8	1
Enhanced education Opportunities	8	
Spirit of Cooperation	3	4
Improved Connectivity	3	2
	40	11



## 7. What services or modifications to existing services would you like Network Nebraska-Education to provide?

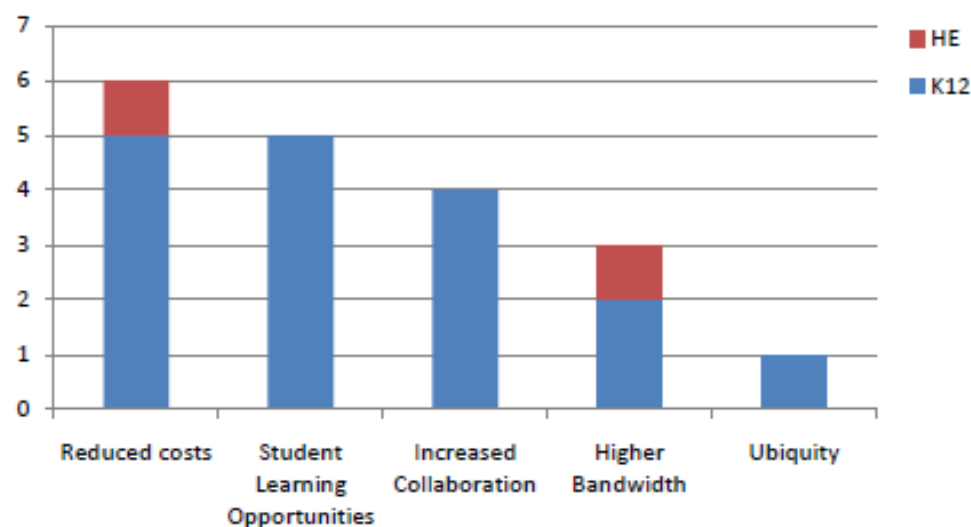
	K12	HE
Satisfied with existing	7	4
Distance Ed enhancements	7	1
Technical Support	5	2
Redundancy	1	4
Expanded Infrastructure	4	1
Awareness Building	5	
New Services	5	
Funding Related	1	
Participation/Inclusivity	1	
	36	12



## Pareto Charts: POTENTIAL PARTNER Responses to Qualitative Survey Questions

### What would be the single most compelling advantage to make Network Nebraska's services distinctive and motivate you to partner with Network Nebraska?

	K12	HE
Reduced costs	5	1
Student Learning Opportunities	5	
Increased Collaboration	4	
Higher Bandwidth	2	1
Ubiquity	1	
	17	2



What do you know or have you heard about Network Nebraska-Education?

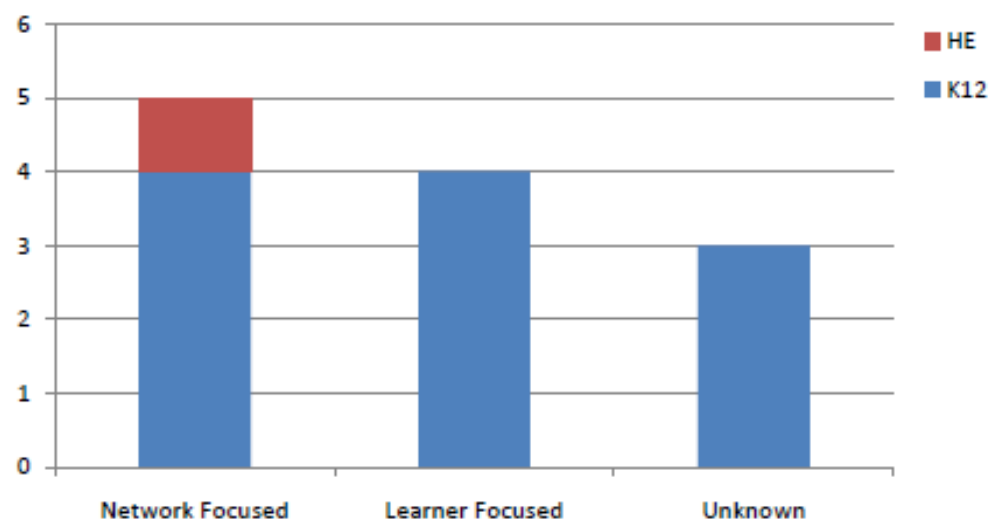
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What questions do you have about Network Nebraska-Education?

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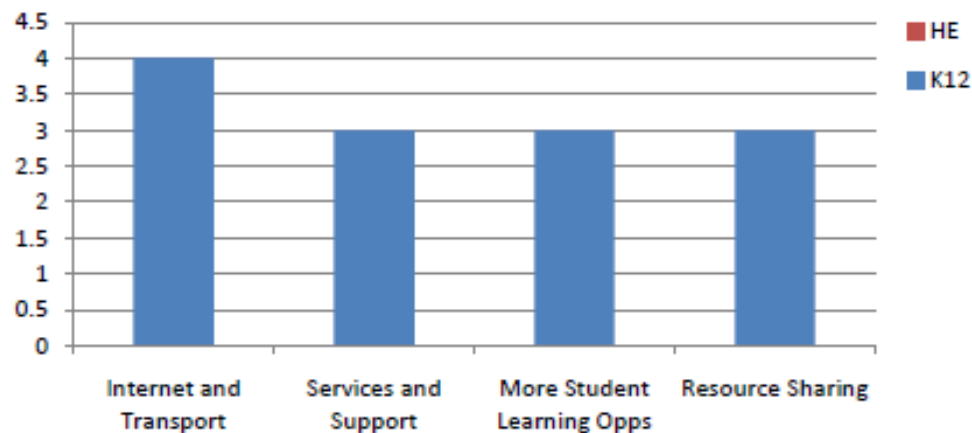
In a short phrase, what do you think should be the guiding principle or slogan that you believe Network Nebraska-Education services should stand for in the hearts and minds of its partners?

	K12	HE
Network Focused	4	1
Learner Focused	4	
Unknown	3	
	<b>11</b>	<b>1</b>



14. What services would benefit your organization as a partner in Network Nebraska-Education?

	K12	HE
Internet and Transport	4	
Services and Support	3	
More Student Learning Opps	3	
Resource Sharing	3	
	<b>13</b>	



## \* APPENDIX: A – Survey Instrument \*



Thank you for participating in the Network Nebraska-Education Market Survey. Its goal is to provide the Education Council with information to assist in developing a strategic plan that improves the visibility, awareness, and services associated with Network Nebraska-Education.

Network Nebraska is the term used to describe the statewide multipurpose telecommunications backbone and associated service offerings and support. It is comprised of several subnetworks that includes Telehealth, Government, and K-20 Education.

Network Nebraska-Education offers network management, interregional transport, Internet access and Intranet routing for distance education, and provides access to the nationwide Internet2 research and education network. Network Nebraska-Education is a collaborative initiative coordinated by the State Office of the CIO, University of Nebraska, and Nebraska Educational Telecommunications, and is made possible by the public and private education entities of Nebraska.

All responses to this short survey will be kept confidential. Comments will be compiled and synthesized by members of the Education Council Marketing Task Group. Information will help improve both the quality and types of services provided by Network Nebraska-Education. Results will be posted on the NITC website.

More information can be found at:

NITC Education Council ([www.nitc.nebraska.gov/ec](http://www.nitc.nebraska.gov/ec))

Network Nebraska ([www.networknebraska.net](http://www.networknebraska.net))

### *Demographics for all survey respondents of Network Nebraska—Education*

Please choose one for each of the following that best describes you:

- ☐ ESU
- ☐ K-12
- ☐ Higher Education
- ☐ Other (please specify)

And choose one:

- ☐ Private Entity
- ☐ Public Entity

And choose one:

- ☐ Administrator
- ☐ Instructor
- ☐ Technical
- ☐ Other (please specify)

\* And choose one:

- ☐ Existing NN Partner
- ☐ Potential NN Partner
- ☐ Interested Party

*\* At this point in the survey, respondents are directed to questions specific for existing partners or to questions specific for potential/interested partners.*

## *Questions for existing partners of Network Nebraska—Education*

Reflecting on your experience as a Network Nebraska-Education partner, please rate the following attributes based on their relative importance to your institution:

	Very Important	Important	Not Important	Neutral
Student Learning Opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance Learning and Video Conferencing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shared Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased Bandwidth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Support Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication and Collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other / Comments:

Reflecting on your experience as a Network Nebraska-Education partner, please rate the following attributes based on the level of concern to your institution:

	Very concerned	Concerned	Not concerned	Neutral
Increased Costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Network Speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication and Collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance Education Coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership / Participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance and Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other / Comments:

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What are the strengths of Network Nebraska-Education services?

What are the weaknesses of Network Nebraska-Education services?

What is the single most compelling competitive advantage that makes Network Nebraska-Education services distinctive and motivates educational entities (Educational Service Units, public and private colleges, and public and private K-12 institutions) to partner with Network Nebraska?

In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska-Education services stands for in the hearts and minds of its partners?

What services or modifications to existing services would you like Network Nebraska-Education to provide?

*Next, questions specific to Potential or Interested partners of  
Network Nebraska—Education*

Network Nebraska-Education is a collaborative initiative coordinated by the State Office of the CIO, University of Nebraska, and Nebraska Educational Telecommunications, and is made possible by the public and private education entities of Nebraska. It offers its partners network management, interregional transport, Internet access and Intranet routing for distance education, and provides access to the nationwide Internet2 research and education network. LB1208 (2006) tasked the Office of the CIO with providing access to every education entity (public and private, K-20 institutions) by July 1, 2012.

**What do you know, or have you heard, about Network Nebraska- Education?**

**What questions do you have about Network Nebraska- Education?**

**If you were to become a Network Nebraska-Education partner, rate the following attributes based on their relative importance to your institution:**

	Very Important	Important	Not Important	Neutral
Student Learning Opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance Learning and Video Conferencing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shared Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased Bandwidth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Support Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication and Collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other / Comments:

If you were to become a Network Nebraska-Education partner, what would be your institution's level of concern with the following attributes?

	Very concerned	Concerned	Not concerned	Neutral
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Network Speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bandwidth expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication and Collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance Education Coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership/Participation fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance and Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other/ Comments:

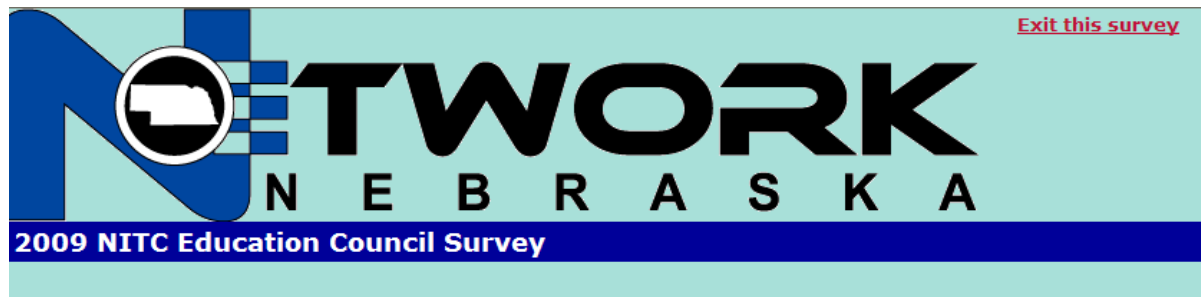
What is the single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates Educational entities (Educational Service Units, public and private colleges, and public and private K-12 schools) to partner in Network Nebraska?

In a short phrase, what do you think should be the guiding principle or slogan that you believe Network Nebraska's services should stand for in the hearts and minds of its partners?

What services would benefit your organization as a partner in Network Nebraska?

[Prev](#)
[Next](#)

***Final screen for both Existing and Potential Partners of Network Nebraska—Education***



If you have questions or would like to know more about Network Nebraska, contact:  
Tom Rolfes (402.471.7969 or [tom.rolfes@nebraska.gov](mailto:tom.rolfes@nebraska.gov))

You may share link to this survey with others in your organization.

NITC EDUCATION COUNCIL  
MARKETING TASK GROUP

\* \* \*

You will now be connected to the 2008 Network Nebraska Market Survey Report, Conclusions and Recommendations that resulted from last year's NITC Education Council survey. We welcome your comments and feedback.

[Prev](#) [Done](#)

***After completing the survey, respondents were connected to a URL displaying a PDF copy of the 2009 Network Nebraska Survey Report to reveal how their input directed decisions and changes in NN services.***

## **\* APPENDIX: B – Invitation to Participate \***

**From:** Arnold J Bateman [mailto:abateman@unlnotes.unl.edu]

**To:** Witt, SuAnn; Chuck Lenosky (clenosky@creighton.edu); Hoffman, Ed; Kozak, Mike; Golden, Rick; Steven Stortz (sstortz@clnorfolk.org); Rolfes, Tom

**Subject:** Re: FW: DRAFT Survey and Cover Letter

Colleagues:

Thank you for meeting by conference call to work out final details on the survey. If I missed something of importance in the meeting summary let me know.

To maximize completion of the survey the task force members are asking that the following people forward the e-mail inviting individuals to complete the online survey. The following individuals will send out the e-mail invitation on Monday, November 30, 2009 or shortly thereafter:

Rick Golden --- University of Nebraska  
Ed Hoffman --- State Colleges  
Tom Rolfes --- Community Colleges  
Tip O'Neill --- Independent Colleges and Universities  
Mike Kozak --- Public K-12 schools and administrators  
Mike Dulaney --- Public K-12 school administrators  
Tom Rolfes --- ESU-Network Operations Committee, ESU-Technology Affiliate Group  
Tom Rolfes --- NETA Technology Coordinators  
Tom Rolfes --- NEHEIT (Nebraska Higher Education Information Technology group)  
Steve Stortz --- Lutheran Schools of Nebraska  
Jeremy Murphy --- Catholic Schools of Nebraska

Schedule:

- ◆Survey will be finalized and posted to *Survey Monkey*, November 25, 2009
- ◆First e-mail invitations will be sent Monday, November 30, 2009
- ◆Reminder e-mail should be sent on or about Friday, December 11, 2009
- ◆Last day to complete the survey is December 18, 2009
- ◆Data analysis to be performed December 21-30, 2009
- ◆Marketing group conference call the week of January 4 to discuss survey data and make assignments for conclusions, recommendations, SWOT analysis
- ◆Preliminary survey data will be presented at the Education Council meeting, January 7, 2010
- ◆Follow up meeting late January 2010 to complete the report and prepare presentation for the CAP, Technical Panel, Education Council, and Network Nebraska Advisory Group meetings in February 2010

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Arnold Bateman  
Associate Vice Chancellor for Extended Education & Outreach  
and Director Extended Education & Outreach  
University of Nebraska-Lincoln

**Copy of Introductory email sent by NITC Education Council members to respective constituents**

Dear Education Partner,

The Nebraska Information Technology Commission--Education Council has undertaken an important survey process to help the Network Nebraska statewide network enhance its position as a service provider and to better serve the needs of its partners.

This survey is designed to collect input from Network Nebraska's current and future partners in order to assist staff in improving the number, variety, and quality of services on the network.

As a result of responses from last year's survey

- A network advisory group was formed, providing a direct voice from partners to Network Nebraska operations.
- Services were expanded (e.g. traffic shaping, automatic notification system, and a 24/7 helpdesk).
- While increasing bandwidth, Network Nebraska participation fees and interregional transport costs remained level.
- Membership increased by 49 new entities due to increased outreach and communication.

The link below will take you to the short online survey (estimated time for completion is 5-10 minutes).

We would appreciate the participation of both the administrator and technology and distance learning coordinator most closely associated with Network Nebraska services. You may also forward this email and survey link to others within your organization or outside of your organization who have interest in Network Nebraska services. All input is appreciated.

If you have any questions about this survey, please contact SuAnn Witt [suann.witt@nebraska.gov](mailto:suann.witt@nebraska.gov)

**Please complete no later than December 18, 2009.**

Upon completion of the survey, you will be provided a link to view a copy of last year's survey report and recommendations. Your thoughtful feedback is appreciated.

The survey is available at: <http://www.surveymonkey.com/s/NDYJC2P>

Sincerely,  
*Marketing Task Group Members*

NITC Education Council  
<http://www.nitc.nebraska.gov/ec>

Network Nebraska  
<http://www.networknebraska.net>

## APPENDIX C : Survey Responses

### Survey Responses from Network Nebraska Partners Grouped by Common Theme and Demographic

#### ***Survey Question: What are the strengths of Network Nebraska-Education services?***

##### **#1 - Response: Reduced Costs (24)**

###### ➤ K-12 responses (15)

- Network Nebraska has provided a partnership that allows its members to provide premium services and service at very low rates.
- RFP work and purchase of bulk discount I-1 and I-2 peering.
- Ability to purchase bandwidth at reasonable price.
- Bargaining and leveraging
- The ability to bring internet cost down
- Cost per Mb for bandwidth has been nice considering the economy
- Saving us money!
- Cost effective
- Makes the cost of internet affordable to rural Nebraska areas
- Sharing of the costs.
- Concerted buying effort to reduce overall cost for Internet
- Excellent pricing
- Low Cost
- Affordability
- Cost

###### ➤ Higher Education responses (9)

- Low rates making the continuing growth of network-based services possible.
- Shared Costs
- Cost
- Cost sharing and controlled costs have brought the cost to our institution to a lower level, allowing funds to be applied to a redundant connection.
- Strengths – are very affordable costs
- Affordable cost
- Excellent cost savings
- Excellent cooperative pricing model – really driving costs down
- They provide very cost effective internet

##### **#2 - Response: Bandwidth / Connectivity (17)**

###### ➤ K-12 responses (12)

- Fast networking
- Increased opportunities because of access to high speed internet
- Connectivity across the state
- Proving high speed network to schools
- Statewide connectivity
- Providing a data network within Nebraska BEFORE going to outside NE on the internet.
- Having a statewide backbone
- Increased speed in access to the Internet
- Bandwidth
- Increased bandwidth
- Increase bandwidth through a collective group of members is vital
- Increased connectivity to most any school in Nebraska, as well as to post secondary institutions

###### ➤ Higher Education responses (5)

- Providing better bandwidth
- Bandwidth
- Network speed
- Our early experience suggests that the greatest strengths are the ability to deliver significant amounts of bandwidth
- High-bandwidth capabilities

### #3 - Collaboration and Shared Services (17)

#### ➤ K-12 responses (12)

- **Coordination** and service
- The ability to share among our districts and meet student needs
- It hasn't been realized yet to a larger extent, but the ability to share services will be the next real benefit for this partnership
- Cooperation yields benefits for whole state and all participants
- Collaboration on a Statewide network that allows participation from all parts of the state
- Having shared edge devices.
- Having monitored services and devices
- **Having access to I-2**
- Working as a partner with all entities
- Collaborative services and **economies of scale**
- I also believe the partnerships with K-12 and higher education adds a great deal of value to the system
- Increased connectivity to most any school in Nebraska, as well as to post secondary institutions

#### ➤ Higher Education responses (5)

- Collaboration
- The community – relying upon each other
- Collaboration
- Collaboration allowing value for partners
- **Shared system for all state educational entities. Bandwidth, service and support costs can be spread over a number of partners. Network Nebraska connects all corners of the state.**

### #4 - Student Learning Opportunities (13)

#### ➤ K-12 responses (13)

- DL opportunities
- Providing opportunities for distance education and **increased bandwidth**
- We are now able to connect with all schools in Nebraska. This is critical to our remote areas which prohibit our ability to offer classes in-house.
- All the opportunities that are available to students
- Distance Learning!!! When I was in school which was not very long ago, distance learning was not offered in our school because they refused to have and I was in a class A school; why they refused I don't know but there is a lot of other things that I see now that I wish I would have had the opportunity to take when I was in school, but no! Our schools was too selfish to think about what their student's wanted!!!
- Potential in providing needed services / curriculum
- The availability of education programs throughout the country
- It is an excellent service for providing student with distance learning opportunities, especially for college credit and dual-enrollment credit courses
- Access to many other courses at other schools
- Wide variety of courses offered and accessible
- The increased offerings the network creates for small rural schools
- Student learning opportunities. Our student take several classes for dual credit
- The use for classes for kids in our school. We wish we could use the services more

### #5 - Reliability (14)

#### ➤ K-12 responses (11)

- Reliability
- Reliability

- Reliable
- Works very well
- Availability
- Reliability of the system a definite strength
- Providing reliable services with minimal downtime
- The huge reliability of the network
- Good service
- Reliable
- Reliability

#### ➤ Higher Education responses (3)

- Excellent reliability
- Recent last ditch efforts to identify and activate alternative routes to accommodate short notice provider outages
- Recovery ring

### #6 - Technical Support (9)

#### ➤ K-12 responses (5)

- Tech support
- Readily available network troubleshooting and monitoring
- Ben Mientka does a great job of working with ESUs to help resolve issues
- Technical support
- Ben M. and Tom R.

#### ➤ Higher Education responses (4)

- Fast alerts when something isn't working. Willingness to assist users is excellent
- Access to network management products, Red-cell. WARN system notices of outages
- Monitoring and report of odd/changing traffic flow patterns (for the purposes of potential compromised services).  
Routing in Network Nebraska that takes advantage of more direct paths for communication
- Leonard Campbell's assistance!

### #7 – Strength in Numbers (6)

#### ➤ K-12 responses (5)

- Strength in numbers and power of the state to enforce contracts and intervene in provider disputes
- The strength in numbers approach has allowed its members great leverage and I believe this strength will continue to increase in future dealings with service providers
- **Flexibility**
- Robust service provided to all systems regardless of size and geographical location
- NN has proven to be a great asset, and the incentive funds have been a great addition. I don't think that our current network would be possible with the addition of NN.

#### ➤ Higher Education responses (1)

- Aggregating services

### #8 - Communication (5)

#### ➤ K-12 responses (3)

- Good communication and leadership for members
- **Providing a venue for schools and other entities to collaborate digitally in trainings, courses, meetings, etc.**
- Keep us informed

#### ➤ Higher Education responses (2)

- The communication opportunities between educational institutions in NE
- Communication are good

### **Survey Question: What are the weaknesses of Network Nebraska-Education services?**

#### **#1 - Response: Reduced Costs (15)**

##### **➤ K-12 responses (15)**

- Coordination of online learning opportunities and learning management systems
- Communication among entities about distance learning capabilities
- More and more rules to get DL classes
- The lack of training for administrators / counselors
- Scheduling
- The complications of the Distance learning rooms; not the mobile carts
- Course offerings, utilization of the bridge for meetings
- The cost of the Renovo System
- Would like to see more use for schools across the state. The ability to take a class from the whole state
- Scheduling can be an issue
- Some administrators may still have difficulty with the delivery of a quality course.
- Renovo scheduling
- Our schedules don't compare so it is hard to schedule classes
- Need more variety of classes offered.
- Have dual credit classes offered by community colleges

#### **#2 - Reliability (9)**

##### **➤ K-12 responses (5)**

- There have been times that our speed has been decreased on the network because we are a member of a local telco
- Occasional reliability issues, but that's normal and usually remedied quickly
- Unknown H.323/SIP network gremlins? (but if they are truly unknown, how do I know they exist?)
- Speed and reliability fluctuates extensively due to the size of the network
- Right now the bandwidth isn't reliable

##### **➤ Higher Education responses (4)**

- Windstream outages of which most are scheduled but with little notice. High Ed has a low tolerance for outages of any sort.
- QoS of video conference connections across the State (CSC to North Platte)
- We have experienced some minor service issues related to the configuration of (newly?) installed network hardware, though most have been short-lived
- Reliability continues to be a concern, though improvements have certainly been made in the last 12 months

#### **#3 – Leadership / Administration (8)**

##### **➤ K-12 responses (5)**

- Lack of vision about the future needs of the state, especially rural areas. What does the future look like if we build local systems that presume full client (as in students) access to broadband access in our communities? Are we prepared to provide this level of access? To rural districts, this is a growing and important concern.
- I think more could be done with NN if there was a CEO, if you will, who could advance some of the benefits more quickly. CAP and the NNAG groups are very good at the operational aspects, but meeting by committee take too long to get anything done. We need some real goal setting.
- The greatest weakness that I perceive is like any entity, the larger and more members it encompasses, the more difficult it is to make decisions that benefit the whole unit. As you continue to increase membership, you also increase your governance which makes it harder and harder to avoid bureaucracy.
- At this time the services are largely the network and access to Internet and synchronous distance learning. If NN is to grow it will have to become service oriented providing things like email, email filtering, web filtering, LMS, data backup, etc. All the ESUs provide those services independently which is costly. NN needs to become more like the MERIT networking Michigan.

- Coordination of resources available

#### ➤ Higher Education responses (3)

- Leadership for Network Nebraska is an extra assignment for Rick. His time cannot be dedicated to the Network Nebraska project.
- Pretty thin support organization
- Perhaps figuring out the appropriate niche in K-12 education.

### #4 – Communication / Marketing (8)

#### ➤ K-12 responses (8)

- Marketing the value of connectivity to all teachers and administrators in the state. We have the capability to do so much, and it is under used by most elementary, secondary, and post secondary institutions.
- Struggle with the concept and understanding of how this partnership is mutually beneficial to all students and educators across Nebraska
- Communication of services available / offered...is entirely dependent on my ESU's appropriate interpretations / translation. Direct communication with member districts regarding newly available services and enhancements would be useful.
- Many of the K12 buildings and their associated infrastructure are not ready for the future. Not enough people are aware of what the network can do for their institutions; most think of it solely as a chalk talk network for the exchange of classes
- Full statewide membership and communicating services to schools. Particularly the value of I-2 for members schools
- I am not sure exactly what the program all entails
- Technical support availability was not very well communicated when we first joined the network causing our institution to struggle with implementation
- Making known what's available to all entities

### #5 – No Weaknesses (6)

#### ➤ K-12 responses (5)

- None
- We see Network Nebraska as our Internet provider and only our Internet provider. It's hard to grade Network Nebraska on any other item because of this. However, that doesn't mean that we need Network Nebraska to provide anything else
- Don't know of any at the moment
- None
- None at this time

#### ➤ Higher Education responses (1)

- None noted

### #6– Technical Support (5)

#### ➤ K-12 responses (3)

- Help desk support is not always aware of network outages and does not notify participants of network problems. I have never been notified of outages by network Nebraska and we have experienced several
- The vast size of it can be pretty limited and troublesome at times. It can be difficult to narrow down problems at times
- Support and training

#### ➤ Higher Education responses (2)

- Job prioritization – especially when everyone is out eating turkey
- Spare part maintenance

### #7– Redundancy / Bandwidth (4)

#### ➤ K-12 responses (3)

- Internet speed
- We could always use more bandwidth
- Not enough redundant fiber links

➤ Higher Education responses (1)

- Lack of redundancy is the major weakness which has forced us to contract with an outside non-NN vendor. This is very time consuming.

## #8- Service equity (3)

➤ K-12 responses (2)

- I don't see a weakness in the services but I DO see a weakness in community college politics. COMMUNITY COLLEGE BOUNDARIES NEED TO BE ELIMINATED in order to truly have a "statewide" network.
- Reaching remote areas of the state

➤ Higher Education responses (1)

- Difficult to meet different needs of different entities

## #9- Loss of control (2)

➤ K-12 responses (1)

- Concerns about losing local control of our networks

➤ Higher Education responses (1)

- The fact that it is tied in with UNSCN means that it is difficult sometimes to trust in the motives of the organization as UNSCN has a track record of over extending their authority into the domain of the campus.

## #10- Cost (2)

➤ K-12 responses (2)

- Cost
- Some districts do not pay their fair share of the costs

## #11-No comment (3)

➤ K-12 responses (3)

- Fairly new to my position in Nebraska and do not have enough information to reply
- I'm probably not aware of other services outside those that Ben provides
- No comment

**Survey Question: What is the single most compelling competitive advantage that makes Network Nebraska-Education services distinctive and motivates educational entities (Educational Service Units, public and private colleges, and public and private K-12 institutions) to partner with Network Nebraska?**

## #1 - Response: Reduced Costs (30)

➤ K-12 responses (20)

- Bandwidth purchasing power i.e. lower price
- Price per unit of network capacity
- Cost effective access to Internet 1
- Sharing of costs
- Group purchase of things like Internet bandwidth, very inexpensive!

- Cost
- Lower cost
- The cost of bandwidth
- Lower cost
- Cost is always the key advantage
- \$ \$ \$ \$
- Cost
- Low cost
- The ability to lower costs
- Inexpensive
- Reduced costs
- Cost savings
- Ability to purchase bandwidth at reasonable prices
- Reasonable rate
- Negotiating lower prices across the state

#### ➤ Higher Education responses (10)

- Shared cost collaboration to distribute bandwidth at an equitable cost for the whole state
- Cost
- Shared costs and common infrastructure
- Cheap and reliable high speed connectivity rates to the Internet and to other educational organizations across the state
- Cost control
- The single most compelling advantage seems to be the leverage which Network Nebraska exercises over service providers to keep Internet costs down
- Cost of Internet service
- Reliability and cost
- Cost
- Cost of bandwidth

### #2– Student learning opportunities (14)

#### ➤ K-12 responses (14)

- Opportunity to connect to schools and programs across the Nation
- Student opportunities to learn
- Learning opportunities for our students
- It gives small schools the ability to offer courses in a wide variety of subjects
- Distance education
- The ability to provide basic education to our remote rural locations
- Ability to allow student readily available opportunities for enhanced education
- Increased opportunities because of access to high speed, reliable Internet
- Distance learning
- All do great job of trying to coordinate opportunities for students
- Equity of opportunity for students
- Being able to provide opportunities for students
- Course opportunity
- The ability to offer college credit and dual-enrollment courses to our student body

### #3– Partnership advantages (11)

#### ➤ K-12 responses (10)

- The greatest advantage to the network is our access to other entities through one low cost connection provider. That said, I believe that this is beginning to partner in importance with the educational links that membership provides.
- Educational Service Unit 10 and the Nebraska Distance Learning Association are the two biggest motivators, assisting all institutions to partner together
- Having a NE data network
- Being part of the community of learners that brings together the K-20 community. Maintaining a healthy network
- Being a member of a network for support is a compelling advantage of Network Nebraska

- The promise of a true statewide network sometime in the future, even though it appears to end at Grand island right now and participants pay distance sensitive mileage to get their traffic there
- Connectivity without leaving your community
- Large Network
- The physical properties of sharing an internal network
- Unified and standardized equipment. Leadership

➤ Higher Education responses (1)

- Real time communications with other educational/research institutions

#4- High Bandwidth (8)

➤ K-12 responses (7)

- Bandwidth
- Increased bandwidth
- The increased bandwidth for schools
- Increased bandwidth
- High bandwidth network access
- Bandwidth capacity
- Bandwidth capacity

➤ Higher Education responses (1)

- Excellent service at a very affordable cost, allowing everyone to have increased bandwidth and access to more services such as I-2 at reduced rates
- 

#5- Collaboration/ Community (6)

➤ K-12 responses (5)

- Continual improvement of the network through collaborative efforts of ESUs, UNL, and state also lead to a better network
- Collaboration
- It services as an avenue for collaboration through the digital format. This provides tremendous cost savings, opportunities for extended learning, and broadening of the capabilities of all entities to meet the needs of their clientele.
- A statewide network with a "local" feel ... very important in outstate Nebraska.
- Seems to be the primary organization supporting collaboration through technology

➤ Higher Education responses (1)

- Collaboration

#6- Don't know / No comment (3)

➤ K-12 responses (3)

- Fairly new to my position in Nebraska and do not have enough information to reply
- NA
- No Comment

**Survey Question: In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska-Education services stands for in the hearts and minds of its partners?**

#1 - Response: Service Oriented phrases (13)

➤ K-12 responses (9)

- NN is committed to providing reliable and cost effective Internet access
- A forward moving service
- Proving high quality service to all of the educational agencies

- Service to everyone according to their needs
- Combining resources to provide services to K12
- To provide internet services at a shared cost
- Serving Nebraska
- I would hope it is working together to provide best possible services for all Nebraskans
- Always trying to make “it” better

#### ➤ Higher Education responses (4)

- Quality access serving Nebraska
- Quality Service at an affordable price
- Reliable educational services for online students
- “We strive to have the best, most reliable network services available to you.”

### #2 – Enhanced Equity (9)

#### ➤ K-12 responses (9)

- Equal Education for all schools regardless of location or size
- Broadband access for every student in Nebraska, no matter where they live!
- Creating equitable opportunities for all Nebraska students
- Connecting the rural and urban ways of life in the 21<sup>st</sup> Century through Network Nebraska
- Connect from local to world-wide
- Covering the state to equalize educational opportunities
- It’s the digital highway for all learners
- Connecting Nebraska Students
- Creating Connections

### #3 – Overarching Principles (9)

#### ➤ K-12 responses (8)

- Nebraska Educational Flight 247 \*24x7) for all! Welcome to the Good Life!
- High quality, Low cost
- Accessible
- Education’s gateway to the Internet
- It’s our way and our highway so sit down, shut up, and enjoy the ride (ha, ha just kidding!)
- Network Nebraska is the entity that is governing and aiding Nebraska’s schools move to 21<sup>st</sup> Century Learning
- Proving our students with the capability to stay connected in the 21<sup>st</sup> Century learning requirements to compete globally and regionally
- A man, a wan, and a plan!

#### ➤ Higher Education responses (4)

- Network Nebraska-Education ... is instrumental to the successful delivery of education in the state

### #4 – Enhanced Education Opportunities (8)

#### ➤ K-12 responses (8)

- Increased opportunities because of access to high speed, reliable Internet
- Increase educational opportunities
- Educational opportunities to all of the Heartland
- Providing educational opportunities to students in their home school setting!
- Proving a better learning quality for our students and schools
- Assisting all educators to provide quality content to any curriculum, helping students to connect globally for the future
- Network Nebraska allows districts to expand educational opportunities for their students, onsite without the expense of added staff
- Making Education Bigger

### #5 – Spirit of Cooperation (7)

➤ K-12 responses (3)

- Statewide community of learners and educators through technology
- We're in it together to enhance services to all
- Sharing resources to achieve exuberant results

➤ Higher Education responses (4)

- Together, we can do more
- We achieve more working together than apart
- Collaboration
- State entities working together to achieve better connectivity at affordable costs

**#6– Improved Connectivity (5)**

➤ K-12 responses (3)

- “Network” Nebraska
- Networking our schools and our people
- Reliable connectivity

➤ Higher Education responses (2)

- Bringing you cheap and reliable high speed connectivity for the benefit of your faculty, staff, and students in their education and research missions
- Reliable, economic achievable, high bandwidth connection to all Nebraska education partners

**#7– No opinion (1)**

➤ K-12 responses (1)

- No comment

<p><b><i>Survey Question: What services or modifications to existing services would you like Network Nebraska-Education to provide?</i></b></p>
---

**#1 - Response: DL Enhancements (8)**

➤ K-12 responses (7)

- I would like to see Network Nebraska become a more pivotal player in the concept and implementation of the virtual school concept
- Assign a lobbyist to Lincoln who can convince the Unicameral to abolish community college boundaries in Nebraska. As a member of a statewide network, I would like to have the right to research ALL course offerings and then choose the courses(s) I feel best meets the needs of our students, regardless of which academic institution is offering it! ☺
- The continued revising of Renovo for searching capabilities of all learning opportunities...not just DL classes and from a variety of post-secondary institutions
- More trainings on the usage of RENOVO
- Possible changing to make a more cost effective scheduling system.
- A repository for online learning courses
- I would like to see them partner with Nebraska colleges to provide dual credit class opportunities

➤ Higher Education responses (1)

- Would like to see High Ed included in scheduling of video conferencing services

**#2 – Technical Support (7)**

➤ K-12 responses (5)

- Strong support, yet let local ESU's control their own networks
- Increased email / LIVE chat tech support
- More outreach and help
- Monitoring and troubleshooting bottlenecks. I know these services are supposed to exist and occasionally a problem is found and corrected but sometimes these issues go on for weeks before resolution
- Better notification of unplanned vendor outages if you are made aware of them

#### ➤ Higher Education responses (2)

- Tools to help with performance and testing for video and audio conferencing
- Increased network traffic analysis reports or tools

### #3 – Awareness Building (5)

#### ➤ K-12 responses (5)

- Determine what services / client applications can be networked in this fashion to reduce local costs and needs for local expertise so organizations can remove that from their budget burdens
- Would like to know what NNE offers now besides Internet services
- Development of additional services that might be purchased based on needs – ala cart service options
- Greater marketing of what Network Nebraska-Education can do. Perhaps this could be a vital part of the NETA conference and to administrators' conferences. Perhaps the Nebraska Distance Learning Association could become more visible to all educators, creating greater collaboration and connectivity between all levels of education.
- Increased services as stated above

### #4 – Redundancy (5)

#### ➤ K-12 responses (1)

- Redundant links

#### ➤ Higher Education responses (4)

- Redundant connection to CSC and western Nebraska. See if you can contract with Zayo for service to western Nebraska locations so we don't need to pursue this outside of the NN contract process.
- Internet redundancy
- Partner with other network initiatives (NebraskaLink) to provide redundant fiber based networks. Continue to expand into other service areas to provide decreased costs due to economies of scale
- Lower cost redundant internet connections to Omaha

### #5 – Expanded Infrastructure (5)

#### ➤ K-12 responses (4)

- Last mile (end to end connection) transport costs for all members at a reduced cost
- Continue to increase bandwidth for Internet/distance education access
- Network Nebraska has done a fine job at providing Internet for schools. Stick to what you're good at
- Continue to grow bandwidth bargains!

#### ➤ Higher Education responses (1)

- I would like higher bandwidth (+1G) extended as a function of Network Nebraska and let partner/members work collaboratively on the services offered over the network

### #6 – New Services (5)

#### ➤ K-12 responses (5)

- Directory federation...the ability to tie my LDAP/Active Directory into a federated directory which serves as the authentication mechanism for statewide services. The goal is not to create a statewide directory but rather to allow my district to maintain single-sign-on even when pursuing NN-e solutions.
- Just a thought, but I think you are going to start to see a demand by businesses and community members for better access to this network and the resources on it. I think Network Nebraska needs to think about how to get this done. Right now my home cable line is a little bit better than my previous DSL line, but both are totally inadequate for what is coming. I don't see the providers stepping up!
- Internet 2 access
- VOIP
- Consulting services and implementation services to assist potential and existing members in their needs. There are many things to consider when changing networks and whether an institution is large or small it is a daunting task that allow many to stay with the known and not venture into a collective network

## #7 – Expanded Infrastructure (1)

### ➤ K-12 responses (1)

- I would like to see the incentive funds be opened up to other opportunities. It's a shame that so much is "given" away due to excessive funds. This I'm sure would be backed by the ESUCC and participating bodies, and hopefully with the support of NN.

## #7 – Participation / Inclusivity (1)

### ➤ K-12 responses (1)

- Open up the southeast corner of the state

## #x - Response: None expressed (9)

### ➤ K-12 responses (7)

- Don't know – hit me with your bet shot
- None to list at the moment
- None
- None at this time
- Fairly new to my position in Nebraska and do not have enough information to reply!
- Not sure
- No Comment

### ➤ Higher Education responses (4)

- Okay as is
- None at this time

## **Survey Responses from *Potential* Network Nebraska Partners Grouped by Common Theme and Demographic**

**Survey Question: What would be the single most compelling competitive advantage to make Network Nebraska's services distinctive and motivate you to partner with Network Nebraska?**

## #1 - Response: Student Learning Opportunities (5)

### ➤ K-12 responses (5)

- To elevate the level of competencies as an educational institution in the state of Nebraska
- Increased opportunities for students
- To benefit our students

- Increased opportunities for teachers to develop technology skills

### #1 - Response: Reduced Costs (6)

#### ➤ K-12 responses (5)

- Technology resources offered at a reasonable cost
- Cost
- Cost and service
- Cost
- Cost and reliability

#### ➤ Higher Ed responses (1)

- Reduced costs

### #3- Response: Increased Collaboration (4)

#### ➤ K-12 responses (4)

- Group purchasing for bandwidth and software
- Collaboration
- Being more connected to schools and especially the private ones
- The possibility of gaining service without the commercial aspect of it.

### #4 - Response: Higher Bandwidth (3)

#### ➤ K-12 responses (2)

- Reduced cost for higher bandwidth connectivity
- Extra bandwidth

#### ➤ Higher Ed responses (1)

- Increased bandwidth

### #5 - Response: Ubiquity (1)

#### ➤ K-12 response (1)

- Being available when needed

### #6 - Response: Don't Know (2)

#### ➤ K-12 responses (2)

- I don't know of any
- If it is a fit with what my company can offer as far as products, services, and support. Also expanding the communications scope to include mobile computing, two-way radio, etc...

**Survey Question: In a short phrase, what do you think should be the guiding principle or slogan that you believe Network Nebraska's services should stand for in the hearts and minds of its partners?**

### #1- Response: Network Focused (5)

#### ➤ K-12 responses (4)

- Equal technology access for every school
- Connecting the gaps
- Statewide partnership
- Making Nebraska the best in resources, services, teachers and students

#### ➤ Higher Ed responses (1)

- Partnership

### #2 - Response: Learner Focused (4)

#### ➤ K-12 responses (4)

- Help students for the future
- Reaching out for students
- Equal technology access for every student
- Working together to make better students

### #3 - Response: Unknown (3)

#### ➤ K-12 responses (3)

- Unknown
- Not sure
- This is a really stupid question to ask in a survey. What should an organization stand for in the hearts and minds of it's partners??? Are you serious??

*Survey Question:* **What services would benefit your organization as a partner in Network Nebraska?**

### #1- Response: Internet and Transport (4)

#### ➤ K-12 responses (4)

- Increased bandwidth
- Reliable, fast, cost-effective Internet access
- Higher bandwidth Internet
- Group purchasing and bandwidth

### #2 - Response: Services and Support (3)

#### ➤ K-12 responses (3)

- Technical support
- Helping to elevate the level of networking and computers in education. Our biggest problem is keeping our hardware working properly. I also like the idea of having thin clients and workgroup stations in the classrooms. We presently have one such grouping of computers in our school.
- Unknown, but tech support would be appreciated for small private schools with no network managers onsite. The job of network management and troubleshooting falls to the most knowledgeable staff person who probably is a full time teacher and/or administrator and is busy already. This kind of stuff eats up large quantities of time.

### #3 - Response: More Student Learning Opportunities (3)

#### ➤ K-12 responses (3)

- Expanded curriculum possibilities
- Interactive video conferencing
- Room video

### #3 - Response: Unknown (3)

#### ➤ K-12 responses (3)

- Unknown
- Not sure
- This is a really stupid question to ask in a survey. What should an organization stand for in the hearts and minds of it's partners??? Are you serious??

### #3 - Response: Resource Sharing (3)

#### ➤ K-12 responses (3)

- Collaboration
- Help to move away from commercial entities and cost issues
- An opportunity to present what we can offer and whether that would be a fit for the network. We don't want to waste any ones time with items that are of no concern.

### #3- Response: Not Sure (3)

#### ➤ K-12 responses (3)

- Not sure
- Any provided
- I would have to see what services you offer. Presently we're part of SNDLC and are very satisfied with the services, cost, and support.

**\* APPENDIX: D – Unprocessed Survey Responses \***

*Raw Data from the NITC Ed Council / Mktg Survey of December, 2010*

<p><b>* APPENDIX: E – Work Group Action Plans *</b></p>
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**ACTION PLAN(s)**

To be completed by task groups (see *Recommendations* section of this report).